STP ASSIGNMENT EXAMPLE

CATEGORY: SOFT DRINKS

- Coke
- Pepsi
- Dr. Pepper

COKE

'Coca-Cola' contains added flavours. 'Coca-Cola' contains no fruit.

COKE – POSITIONING & TARGET

- Video 1: Positioned as the soft drink that brings unexpected happiness to an otherwise humdrum day. The ad highlights how Coke can bring people together
- The target for this ad is college and high school students
- Video 2: Similarly, the product is the instrument that brings people together
- The target for this ad is broader – appeals to anyone who has had this parent-child interaction

PEPSI

PEPSI – POSITIONING AND TARGET

- Both ads are topical– these will be stale within the next few years, unlike the Coke ads which are less time specific. This is part of Pepsi's positioning, though, – non-traditional, "Choice of a new generation"
- Ad 1 Target – Millennials and younger as evidenced by the celebrities (Steve Carell was the only one I recognized)
- Ad 2 Target – 18-40 year old men – Sports, populated primarily by men.

DR. PEPPER

DR. PEPPER – POSITIONING & TARGET

- Ad positions as funny, non-traditional, not-serious
- Target: College football fans
- Evidence: rivalry, bone-deep identification with a particular team, hatred of refs